

## Against the Grain

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June 2008

# If Rumors Were Horses

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# Against the Grain

*"Linking Publishers, Vendors and Librarians"*

## The Google Effect – Part 2

by **Beth R. Bernhardt** (Electronic Journals / Document Delivery Librarian, Jackson Library, University of North Carolina at Greensboro, P.O. Box 26170, Greensboro, NC 27402; Phone: 336-256-1210) <beth\_bernhardt@uncg.edu>

and **Nathan Norris** (Information Specialist, Agoos Medical Library & Information Commons, Beth Israel Deaconess Medical Center, One Deaconess Road, Boston, MA 02215; Phone: 617-632-8311) <nnorris@bidmc.harvard.edu>

Welcome to our second and final installment of articles on the "Google Effect." In this issue we hear how Google has influenced library homepage functionality, collection development practices, information literacy coursework and how to integrate Google Scholar as a "traditional" library database. We also have two articles from vendors who share how Google's ease of use has changed searcher interface expectations and how linking from Google has increased content usage.

**Jimmy Ghaphery, Susan Teague-Rector and Sam Byrd** begin our issue ("Kinda Just Like Google: Presence and Variety of Search

Options on Library Homepages"). This group surveyed the ARL library home pages to view the various forms of search functionality available there. They found that nearly all of the home pages included some form of search capability, and they conclude that the future of library search may rest outside current native interfaces or even the library homepage.

**Michael Gorrell** ("The 21st Century Searcher – How the Growth of Search Engines Affected the Redesign of EBSCOhost") discusses how Google has changed expectations for searchers and how they expect interfaces to interact with them. His research showed that if a site is overly complex, foreign

or "clunky," users will move on to something that's easier, even if it doesn't have the "best" material. The article addresses how EBSCO has worked to implement changes to its EBSCOhost interface, and the challenges they faced as they sought to maintain the integrity of a "traditional library database."

**Lilia Murray** ("Giggling Over Google: Using Google Docs ...") writes about how she uses Web 2.0 tools including Google Docs for information literacy classes. She found that using these tools can get students more enthusiastic about their work, and she attributes this to more immediate feedback and possibility of

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## If Rumors Were Horses

**Big news on the horizon!!** 'Tis the season to be moving! Last month, it was **Mary Page!** (see *ATG*, April 2008, p. 1). And now, after more than 18 years (where does the time go?) the ebullient **Eleanor Cook** has accepted the position of **Assistant Director for Collections and Technical Services** at **East Carolina's Joyner Library**. Her boss will be **Larry Boyer**, the Director of Library Services. **Eleanor's** new position is also a faculty position. Her last day at **Appalachian** will be July 31, 2008, and, not skipping a beat, her first day at **ECU** will be August 1! Whew! **Larry** and **Eleanor** worked together at **ASU** before

**Larry** was appointed director at Joyner library over a year ago and they both attended **UNC-Chapel Hill**. Talked to **Eleanor** just today and she and **Joe** (whose sister and brother-in-law live in Greenville – family ties) were looking for a house to live in! **Eleanor** says that **Acqnet** will be hosted by **ibiblio.org** at **UNC** (more news forthcoming) and she assures me that she and her troupe will still do the skits during the **Charleston Conference!** Like I said, Whew! Congratulations, **Eleanor!**

Y'all may remember that the position **Eleanor** has been hired for at **ECU** (above) was once held by the remarkable **Deana Astle**. God rest her soul! I am sure that **Deana** is clapping up in heaven with the angels as **Eleanor** takes over!

Heard, also that **Lauren Corbett** has been appointed **Head of Resource Services** at **Wake Forest University's Z. Smith Reynolds Library**. **Lauren** is responsible for leading programs in collection development, acquisitions, and cataloging for print and electronic resources. She has 14 years of experience in library services, most recently holding the position of acquisitions

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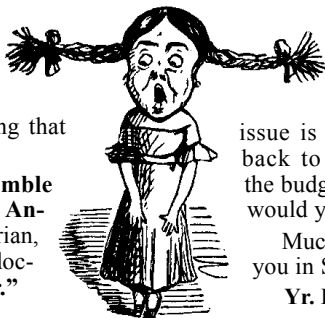
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## From Your (frazzled) Editor:

This is the time of year that things get crazy. We are trying to open up registration for the **2008 Charleston Conference** taking place in November, it's the end of the fiscal year and one minute we have money and the next we don't (you know how it is), and I'd rather be at the beach because it's hot hot hot outside! Instead, your intrepid **ATG** staff is working on this wonderful June issue of **ATG**! And wonderful it is!

**Beth Bernhardt** and **Nathan Norris** have done another great job of editing six great papers on "**The Google Effect**," **Bruce Sanders** has written a provocative **Op Ed** about the best way to present information to end users, **Tony Ferguson's Back Talk** is about the massive downloading that the Web allows.

In his column "**In My Humble But Correct Opinion**," **Rick Anderson** tells us why he's a librarian, and **Phil Hallman** talks about documentaries in "**Media Minder**."



**John Cox's "As I See It!"** tells about book distribution in the age of the digital, we have two articles about addenda—one about contracts by **Robert Kelly** and the other about authors by **Sandy Thatcher**, and there is a great brand new column in this issue titled "**End Users Speak Out!**" by a brand new librarian, **Adrian Tinsley**.

Well, as I'm running out of breath and room ... We also have interviews with **Tom Richardson** and **Chris Beckett** and a delightful **International Dateline** about **Blackwells** and the **Bodleian Library**.

Gosh! Like I said, this issue is overwhelmingly wonderful!

And, now that the issue is finished, time to get back to ... the Conference? the budget? the beach? What would you pick?

Much love to all of you, see you in September.

Yr. Ed.

## Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

### Dear Editor:

Congrats. You outdid yourself again! The latest issue of **ATG** (v.20#2, **The Google Effect**, — **Part 1**) is excellent! Now what do you need for conference planning?

All my best,

**Corrie Marsh**

Associate University Librarian

Hong Kong University of Science & Technology

<lbcmars@ust.hk>



## AGAINST THE GRAIN DEADLINES VOLUME 20 — 2008-2009

2008 Events	Issue	Ad Reservation	Camera-Ready
Reference Publishing	September 2008	07/16/08	07/30/08
Charleston Conference	November 2008	09/03/08	09/17/08
ALA Midwinter	Dec. 08/Jan. 09	10/29/08	11/19/08

### FOR MORE INFORMATION CONTACT

**ToniNix** <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892 or  
**Edna Laughrey** <elaughrey@aol.com>; Phone: 734-429-1029; Fax: 734-429-1711  
Address: 291 Tower Drive, Saline, MI 48176.

## Rumors from page 1

team leader at the **Robert W. Woodruff Library** at **Emory University** in Atlanta. Prior to that, she served as serials services librarian at **Old Dominion University** in Norfolk, VA., and as collection management librarian at **Queens University** in Charlotte. A **Winston-Salem** native, **Corbett** holds a Bachelor of Arts degree in French from **Davidson College** and a Master of Library and Information Studies degree from the **University of North Carolina at Greensboro**.

[www.wfu.edu/news/release/2008.05.30.z.php](http://www.wfu.edu/news/release/2008.05.30.z.php)

While we are on all this new job business, our own **Deb Vaughn** (see her **book review** column, this issue, p.54) has been promoted. As we all know, **Deb** left the **Addlestone Library** several years ago to take the job of **Director of Assessment** in the **Office of Accountability, Accreditation, Planning and Assessment**. Well, **Deb** has been so successful that she will soon be **Director of Undergraduate Academic Services**! Did we tell you that **Deb** is also pregnant! Her baby is due in September — in her spare time! Hooray for **Deb** and the little one!

**More job changes!** The scholarly and capable **Charles B. Lowry** is **Executive Director** of **ARL**, effective July 1, 2008, taking over from the awesome **Duane Webster**. **ARL President Marianne Gaunt** (Rutgers) announced the appointment via email to the **ARL** membership. Since 1996, **Dr. Lowry** has been the **Dean of Libraries at Maryland**. Within **ARL** he has served on numerous committees, and he was elected by the membership to serve on the **ARL Board of Directors** for 2005-08. In his 30 years as an academic library director, **Dr. Lowry** has served on boards of **SOLINET** and **Amigos** as well as **OCLC Advisory Committees** and chaired state consortia. In addition to his teaching and research experience, he has co-founded two journals: *Library Administration and Management* and *portal: Libraries and the Academy*, which he currently edits. **Charles** will step down from his deanship at Maryland and take a leave of absence to lead **ARL** for the next three years. When this limited term concludes, he will return to teaching and research in the university's **iSchool**, where he holds a tenured professorship. The **ARL Board** expressed its appreciation to the **University of Maryland** administration for making this important assignment possible.

[www.lib.umd.edu/deans/deanswelcome.html](http://www.lib.umd.edu/deans/deanswelcome.html)

[www.arl.org/news/pr/lowry-executive-director-23apr08.shtml](http://www.arl.org/news/pr/lowry-executive-director-23apr08.shtml)

Golly gee whiz! One of my favorite people of all time **John Chambers** has joined **Coutts Information Services, Inc.**, as **Northeast Area Manager**. **John** brings an extensive, wide-ranging background of more than 20 years in book publishing and library distribution of books and reference works in both print and electronic formats. He has been responsible for library sales for well-known firms including **Blackwell Publishing**, **John Wiley & Sons, Inc.**, **Simon & Schuster**, **Prentice-Hall**, and **Pergamon Press/Elsevier**. **John** will be centrally based in New England and can be contacted at <jchambers@couttsinfo.com>. I'll bet that **Lyman Newlin** (a huge **John** supporter) is smiling (y'all know that **Lyman** used to work for **Coutts** long time ago, don't you? I'll bet **John Laraway** remembers!). **John**, congratulations and hope you visit **Charleston** some time soon!

Speaking of **Blackwell's**, we have an incredible interview/article in this issue's **International Dateline** section about the **Bodleian Library** and "**Blackwells of the Broad**," as the main **Blackwell's Bookshop** is known even today. The urbane, warm, and kind **Julian**

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# 2008 Charleston Conference — 28th Annual Issues in Book and Serial Acquisition

**Call For Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc. ...**

## 2008 Theme — “The Best of Times ... The Worst of Times”

Wednesday, November 5, 2008 — Preconferences and Vendor Showcase

Thursday-Saturday, November 6-8, 2008 — Main Conference

Francis Marion Hotel & Embassy Suites Historic District, Charleston, SC

If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The **Charleston Conference** prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We'll probably love it...

The Conference Directors for the **2008 Charleston Conference** include — **Beth Bernhardt**, Principal Director (UNC-Greensboro) <beth\_bernhardt@uncg.edu>, **Glenda Alvin** <galvin@Tnstate.edu>, **Cris Ferguson** (Furman University) <cris.ferguson@furman.edu>, **David Goodman** <dgoodman@princeton.edu>, **Chuck Hamaker** <cahamake@email.uncg.edu>, **Heidi Hoerman** <hoerman@sc.edu>, **Tony Horava** (University of Ottawa) <thorava@uottawa.ca>, **Ramune Kubilius** (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, **Corrie Marsh** <cmarsh12@hotmail.com>, **Heather Miller** (SUNY-Albany) <hmliller@uamail.albany.edu>, **Jack Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>, **Audrey Powers** (UFS Tampa Library) <apowers@lib.usf.edu>, **John Perry Smith** (Total Information Inc.) <jps@totalinformation.com>, **Anthony Watkinson** (Consultant) <anthony.watkinson@btopenworld.com>, **Katina Strauch** (College of Charleston) <kstrauch@comcast.net> or [www.katina.info/conference](http://www.katina.info/conference).

Send ideas by **July 31, 2008**, to any of the Conference Directors listed above.

Or to: **Katina Strauch**, MSC 98, The Citadel, Charleston, SC 29409

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<kstrauch@comcast.net> <http://www.katina.info/conference> 🐼



### Rumors from page 6

(Toby) Blackwell has given the Bodleian Library and the awesome Sarah Thomas (Bodley's Librarian and Director of University Library Services at Oxford University) five million pounds to modernize the second Bodleian library building. The new new Bodleian will have a main hall — **Blackwell Hall** — for exhibits of the famous collections for public viewing, for researchers to study the collections, and much more. Read our interview, this issue, p.82.

And speaking of **book reviews**, did you see the review of **Bryan Carson's** great book, *The Law of Libraries and Archives* (Scarecrow, 2007) which appeared in *College & Research Libraries*, v.69#1 (January 2008), p.83-84?

**CQ Press**, the book publishing unit of Washington-based **Congressional Quarterly Inc. (CQ)**, has been sold to **Sage**, the independent academic publisher based in Thousand Oaks, California. The sale was announced jointly by **Robert W. Merry**, CQ's President and Editor-in-Chief, and **Blaise Simqu**, Sage's President and CEO. CQ's corporate parent, **Times Publishing Co.** of St. Petersburg, Florida, announced on January 3 that it would divest **CQ Press** in order to direct investment resources to other opportunities, notably the core **CQ** publishing business and the company's newspaper, *The St. Petersburg Times*. As we all know, **CQ Press** publishes about 100 new titles a year with a growing and authoritative list of textbooks and reference titles focusing on political science, mass communication and related disciplines. **Sage** plans to keep **CQ Press** intact as a separate division based in

Washington, D.C., bearing the **CQ Press** imprint, and retaining all **CQ Press** employees under the senior management team that will remain in place, including Publisher **John A. Jenkins**, who will also carry the title of **President of CQ Press**. Founded in 1965 as a publisher of academic journals, **Sage** has expanded into a global education publisher of books, journals, and electronic products. In four locations around the world, **Sage** publishes more than 500 journals and 700 books a year encompassing 40 disciplines within the academic and scholarly arena. **Merry** said the sale will allow **CQ** to focus resources on its traditional journalistic enterprise as the premier provider of news and analysis on Congress, politics, and public policy. He added the company will expand its mission aggressively, particularly in Web publishing. The **Jordan-Edmiston Group, Inc.**, **Jordan Edmiston Group** which provides independent investment banking services to companies within the media and information industries, represented **Times Publishing Co.** in this transaction. [www.jegi.com/](http://www.jegi.com/)  
[www.sagepublications.com](http://www.sagepublications.com)  
[www.cqpress.com](http://www.cqpress.com)  
[www.cq.com](http://www.cq.com)

And while we are on a page that allows full color, I got an email from **Susan Campbell** who wanted to share this photo of her grandson **Gabe**. Isn't he handsome in his Easter outfit!

Speaking of sales reps, just heard from the awesome **Irv Wartell** the other day. **Irv** retired June 1. He says he has been commuting 3-4 hours a day

and he is ready for it to end. He will be staying at home in the Washington area for a while but he has family in Philly and will be spending time there as well. **Irv** has a soft spot for Yorkies and over the years has had sets of 2, 3, and now 2 (Sam and Trixie). His Yorkies are rescue dogs. **Irv** says the capable **Elise Swinehart** <e\_swinehart@acs.org> will be taking his place. Good luck, **Irv**, but I will sure miss your cheerful voice on the telephone!

**EBSCO Information Services** has acquired **Minerva Wissenschaftliche Buchhandlung GmbH (Minerva)**, of Vienna, Austria, from **Springer-Verlag GmbH & Co.**, a subsidiary of **Springer Science+Business Media (Springer)**. Founded in 1909, **Minerva** provides service to libraries in the areas of serials management and monograph orders as one of the subscription agencies in Austria and Hungary and has business operations throughout Central and Eastern Europe. Apparently, this new business opportunity resulted from **Springer's** efforts to streamline its activities and focus on its core business of publishing. **EBSCO** will continue **Minerva** operations in Vienna. Accordingly, **Minerva** customers will retain their current customer service contacts and, therefore, should expect no change in their existing service.  
[www.ebsco.com](http://www.ebsco.com)

Speaking of sales reps (above), was talking to the energetic and wonderful **Tina Feick** <TINHOW@comcast.net> who retired from **Swets** a few months ago. **Tina's** husband, a public library director, retired from his position on January 1 and she decided to spend some time

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# Take a closer look at....

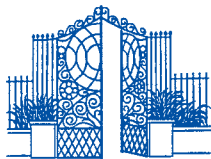
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### Rumors

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with him! They have traveled to Mexico and Europe which sounds delightful. **Tina** says the previous year had been personally difficult since she moved her mother into an Assisted Care Facility and her sister had surgery for colon cancer and she just needed a break. She says, though she has retired from **Swets**, she is looking for another job since she is too young to pull monies out of her 401K's and/or to get Social Security. She says her goal is to have something by **ALA** so maybe we will hear something by then! **Tina** also says she hopes to work from home so she and her husband can have much time together. Anyway, **Tina** is far from standing still. She is headed to **NASIG**, is giving two speeches, and has a bunch of committee work with **NASIG** and **NISO**. Doesn't sound like retirement to me! Watch for our interview with **Tina** – coming soon!

Speaking of **Eleanor** (way above) and **Tina** (above), **Dan Tonkery**, his wife **Linda**, and her good friend **Janie**, and our significant others (**Bruce** and **Joe**) had a lovely meal in Fiesole, Italy after the **Tenth Fiesole Retreat** (see [www.casalini.it](http://www.casalini.it)). But, besides eating at a scrumptious restaurant, we were talking about books and eating! As it so happens, **Janie** and I had both read a books by the same author (different titles) on the airplane coming over. So – we switched books for the airplane trips back home! What were we reading? I knew you'd be curious. The books were by **Eric Larson** and they were *The Devil in the White City: Murder, Magic, and Madness at the Fair that Changed America* and *Thunderstruck*. Both are non-fiction and are about real historical events. *Thunderstruck* is about the invention of the wireless and **Marconi** since you can't tell that from the title. But I did put notice of this book up on **Books in the Mail** on the **ATG News Channel** – [www.against-the-grain.com](http://www.against-the-grain.com)! Happy reading! And if you want to add a book

to this, please submit it on the News Channel. We would love it!

Speaking of the **Fiesole Retreats**, the PowerPoint's from many of the papers are now up. Be sure and look at them, especially **Liz Chapman's** charming analysis of the last ten years of Retreats. Fun as well as thought-provoking! [digital.casalini.it/retreat/retreat\\_2008.html](http://digital.casalini.it/retreat/retreat_2008.html)

We told you this on the **ATG News Channel** – [www.against-the-grain.com](http://www.against-the-grain.com) – under **Rumors** (which requires a login) but here it is again with a few changes! The incredible **Tony Ferguson** (University Librarian, U. of Hong Kong Libraries) and regular **ATG** contributor of **BackTalk**) and the equally incredible **Sandy Yee** (Dean of Libraries, Wayne State University) and outgoing **OCLC Members Council President**) have been elected to the **OCLC Board of Trustees** for six-year terms. And – **OCLC** has adopted a new governance structure designed to extend participation in the cooperative to an increasing number of libraries and cultural heritage institutions around the world. On May 20, the **OCLC Members Council** approved changes to the **Articles of Incorporation** and **Code of Regulations** that had been recommended by the **Board of Trustees**. The changes will transform the current **Members Council** into a **Global Council** that connects with Regional Councils around the world. New **Members Council President** is **Loretta Parham** (Library Director/CEO, The Atlanta University Center) who also spoke at the recent **IMLS Connecting to Collections** conference in Atlanta at the High Museum. Council also elected **Jan Ison** (Executive Director, Lincoln Trail Libraries System) as Vice President/President Elect for 2008/2009.) Newly-elected delegates at large are: **Poul Erlandsen** (Head, Document Access Services & Collection Management, Danish University of Education), **Kathleen Imhoff** (Executive Director/CEO, Lexington Public Library), **Lyn McKinney** (Head Librarian, Billings (Montana) Senior High School) and **Pat Wilkinson** (Library Director, University of Wisconsin – Oshkosh). [www.oclc.org](http://www.oclc.org)

The smiling and upbeat **Gita Gunatilleke** sends word that she will be leaving the **Open Polytechnic library** (last day of work was 6 June 2008). **Gita** says she is retiring from fulltime work so that she can have more time to travel and visit family and friends in **Sri Lanka** and **New Zealand**. She says she will still work in libraries for shorter spells. Here is her new email <[serendib7@gmail.com](mailto:serendib7@gmail.com)>.

Did you read **ATG's** interview with **Dr. Mehdi Khosrow-Pour** in the Dec.2007/Jan.2008 (v.19#6) issue? I hope so (and it is also posted online at [www.against-the-grain.com](http://www.against-the-grain.com)). Anyway, **Library Journal** gives highest marks for **IGI Global's InfoSci-Books** in its June 1st release, rating the database 10 out of 10. **InfoSci-Books** is a comprehensive, perpetual access database, containing over 16,000 full-text PDF book chapters from 800+ scholarly books and reference works in the computer science and information technology management fields of research. Says expert **Cheryl LaGuardia**, Research Librarian for the **Widener Library** at **Harvard University**, "InfoSci-Books delivers excellent content efficiently and satisfyingly. It is priced quite reasonably considering the scope and nature of the material. For all these reasons, it gets a firm 10." [www.infosci-books.com](http://www.infosci-books.com)

**ProQuest Historical Newspapers** will digitize the **New York Tribune**, offering online

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## Suzan Yozgat — 52 years Young

Sent by **Mary E. (Tinker) Massey** (Serials Librarian, Embry-Riddle Aeronautical University, Jack R. Hunt Library) <[masse36e@erau.edu](mailto:masse36e@erau.edu)>

We are saddened by the news that **Suzan Yozgat**, Acquisitions Librarian for the Hunt Library at **Embry-Riddle Aeronautical University**, passed away on February 19, 2008 after a battle with cancer. She had worked at the **Hunt Library** since 2000 as a vital part of our team. Prior to working at **Embry-Riddle** in Daytona Beach, she worked in the **Volusia County Library System** for more than a decade. She loved the **Charleston Conference** and was always excited to see and talk with all the librarians, vendors and publishers. Her wonderful sense of humor and her eagerness to learn will be missed by everyone who knew her. 🌹



# Bet You Missed It

## Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

**Editor's Note:** Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

### HIDDEN FUNDING GAFFES by Bruce Strauch (The Citadel)

Tobacco giant **Vector Group**, parent of **Liggett Group LLC** funded kicked in \$3.6 million for a controversial lung cancer study that suggested annual CT scans. And the authors got a share of royalties from **General Electric Corp.** which makes CT scanners. None of which the *New England Journal of Medicine* was aware of when it published the articles.

"This has been a learning process for us," says the journal.

See — **Keith Winstein** and **Suzanne Sataline**, "Health Journal's Correction," *The Wall Street Journal*, April 3, 2008, p. B16.

### FIVE TOP READS by Bruce Strauch (The Citadel)

The famous **Roger Mudd** lists his top five works on journalism: (1) *The Press* by **A.J. Liebling** (Ballantine, 1961); (2) *The News Business* by **John Chancellor** and **Walter Mears** (Harper & Row, 1983); (3) *The Journalist and the Murderer* by **Janet Malcolm** (Knopf, 1990); (4) *The Elements of Journalism* by **Bill Kovach** and **Tom Rosenstiel** (Crown, 2001); (5) *Reporting From Washington* by **Donald Ritchie** (Oxford, 2005).

See — **Roger Mudd**, "Five Best," *The Wall Street Journal*, April 5-6, 2008, p. W8.



### JPEG JACKPOT by Bruce Strauch (The Citadel)

A "patent troll" is someone who trolls the patent office looking for a disused patent that can be used to shake down business. Chicago lawyer **Anthony Brown** was one of the first to be so labeled. He found the patent for the JPEG for compressing electronic files for faster transmission and got the owners to assign it to him for a cut of the profits. Then he began suing **Sara Lee**, **United Airlines**, **FTD** and **Sears**.

But a curiosity of the patent system allows anonymous challenges to the validity of the patent and the life of the patent does not get extended by the time out period. **Brown** won the first one, but the review took seven years. Now a second one has been filed.

See — **Asher Hawkins**, "The Unlucky Troll," *Forbes*, May 5, 2008, p.44.

### VOYAGING BOOK IN HAND By Bruce Strauch (The Citadel)

If you've had enough eco-touring, the literary tour is booming. Paris is an obvious one visiting the sites of the expats of the 1920s and 30s. **Hemingway** buffs can further broaden with Oak Park, Ill., Cuba, Africa and Spain. *To Hell and Back With Dante* takes tourists to the streets of Florence. You can do a Joyce tour of Dublin and *Galicia Spain* covers the writings of **St. John** of the Cross, **St. Teresa de Avila**, and **Jack Hitt**, a contemporary American writer.

See — **Emily Lambert**, "Scriveners' Holiday," *Forbes*, May 5, 2008, p.100.

### Rumors from page 10

previously digitized years 1900 to 1910 of the **Tribune**. Editorials from **Horace Greeley**, the paper's colorful publisher, influenced the abolishment of slavery, infamous presidents and politicians, and encouraged the settlement of the West. Reform-minded **Greeley**, whose newspaper had a circulation of more than a quarter of a million by the 1860s, helped form the **Republican Party** and ran for president in 1872. The fabulous **Rod**

access to more than 80 years (1841-1922) of news – including the early years of this once influential and avant-garde newspaper. **ProQuest**

**Gauvin** is the senior vice president of publishing for **ProQuest**.  
[www.proquest.com](http://www.proquest.com)

Speaking of **ProQuest** and retirement (way above), guess who I just heard from the other day? The incomparable **Debbie Hodges**! And, guess what? **Debbie** was retired for how long? Three months? And she is working again! She is **Academic Sales Representative** for **Knovel**! <dhdodges@knovel.com>.

And, very sad news for the **College of Charleston**! The amazing **Kristen DeVoe**, our very first **Electronic Resources Librarian** (and winner of the **2007 Outstanding New Librarian Award for South Carolina**) is leaving the College! **Kristen** has been volunteering for **Hospice of Charleston** and has decided that is what she wants to do with her life. So – she is changing careers to attend graduate school in social work in Chicago. Her last day at the College is 11 July. **Kristen** plans to stay in touch and hopefully will keep writing her **Innovations** column for **ATG** (she has a cool one in this issue, p.12, about **integrating Firefox** and **GreaseMonkey**) and editing *The Charleston Report*. My fingers are crossed. Good luck, **Kristen**! And please keep in touch

And, speaking of the **College of Charleston** and smiling and upbeat, we have a fantastic new **Reference librarian**, **Adrian Tinsley** <tinsleya@cofc.edu> who has done her first column about **End Users** (who we all want to know about), in this issue p. 74. **Adrian** comes to us from

*continued on page 16*

## 2008 Charleston Conference: The BEST of Times... Opportunities to Participate



Sponsorship, Juried Product Development Forum, and Advertising information is now available online at [www.katina.info/conference/sponsorship.php](http://www.katina.info/conference/sponsorship.php). Please contact **Leah Hinds** <leah@katina.info> or 864-353-1181 for additional information.



the **University of Pittsburgh**. And though she just had serious back surgery, I tell you it didn't slow her down a bit. She just kept working and working and working and tried to ignore the pain. Like I said, read her first column, this issue, p.74 and send her ideas for more columns from the **end user perspective**.

I guess this is old news now, but it's still shocking! **Microsoft** never quits, right? From the *New York Times*, May 24, 2008 — "Microsoft said Friday that it was ending a project to scan millions of books and scholarly articles and make them available on the Web, a sign that it is retrenching in some areas of Internet search in the face of competition from **Google**, the industry leader." See "Microsoft Will Shut Down Book Search Program," by **Miguel Helft**. **Microsoft** was partially funding the **Internet Archive** but **Brewster Kahle** says they have enough money "...for a while ... and [e]ventually funding will come from the public sphere" **U of Toronto** and **other libraries** plan to continue with the project. And this from **Techdirt**, the Insight Company for the information age — "... Microsoft ... is handing over the scanning systems it put together to its various library partners and hoping they'll continue scanning on their own, saying: 'Based on our experience, we foresee that the best way for a search engine to make book content available will be by crawling content repositories created by book publishers and libraries.'"

[www.nytimes.com/2008/05/24/technology/24soft.html?\\_r=1&th&emc=th&techdirt.com/articles/20080523/1402111214.shtml](http://www.nytimes.com/2008/05/24/technology/24soft.html?_r=1&th&emc=th&techdirt.com/articles/20080523/1402111214.shtml)

Just heard right now from the awesome **Pete Binfield** <[pbinfield@plos.org](mailto:pbinfield@plos.org)> (once with Sage). Well, as you can tell from his email address, **Peter**

## against the grain people profile

Ghaphery

**NAME:** Jimmy Ghaphery

**IN MY SPARE TIME I LIKE:** Making music and related sounds.

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** Search will be faster, more intelligent, and offer more personalized data mining opportunities for scholars. 🐼

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has moved on, as they say, and is now working for the **Public Library of Science**, where he is Managing Editor of **PLoS ONE** (their largest journal). **Peter** says he is planning to come to **Charleston** in November and is hoping to submit a paper proposal shortly. By the way, have you submitted your paper proposal yet?  
[www.Katina.info/conference](http://www.Katina.info/conference)

And, wonder of wonders, the fantastic **Lolly** has given us permission to post her **copyright columns** on the **ATG News Channel**. We hope that will be happening shortly! Stay tuned!  
[www.against-the-grain.com](http://www.against-the-grain.com)

And the always on the ball **John Riley** sends us this link about the **Microsoft** book search project.  
[www.oregonlive.com/business/oregonian/index.ssf?base/business/121167523184710.xml&coll=7](http://www.oregonlive.com/business/oregonian/index.ssf?base/business/121167523184710.xml&coll=7)  
And be sure and read **John's** column, **Library**

**Marketplace** in this issue, p.55. It's truly fascinating. Want to know all about **algorithms**, making **print books from the Web**, **PODs**, and **ghosts in libraries**? See this issue, p.55.

Speaking of **PODs (Print on Demand books)**, as **John** points out, **Amazon.com** is in the news for its announcement that from now on all print on demand books for sale on their Website must be printed by **BookSurge**, the Charleston, SC-based company which **Amazon** bought back in 2005. Moving right along, on May 20, **BookLocker.com** filed a class action lawsuit against **Amazon.com** in response to their attempts to force all publishers to pay **Amazon** to print their books. **Booklocker** is a **POD** publisher based in Maine.

[antitrust.booklocker.com/booklocker-files-class-action-lawsuit-ag...](http://antitrust.booklocker.com/booklocker-files-class-action-lawsuit-ag...)

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## The Google Effect — Part 2 from page 1

publishing to the Web. **Lilia** also discusses her work with **Google's** customized search engine (CSE) to limit search results to her chosen resources and references.

**Nathan Rupp** ("Original Proposal: Developing a Business Library Collection in the Age of Google") provides an interesting story on how a class assignment and ingenious students presented new challenges for the collection development librarian. **Google** provided these students with easier access to expensive, market reports and the information providers themselves. **Rupp** notes that libraries are no longer the only folks that can play a role in negotiating, collecting, and providing access to information, and suggests that the sooner we realize this, the more relevant librarians will be to their students.

**John Wenzler** ("Keeping the Enemy Close: Integrating Google Scholar into the Online Academic Library") suggests that libraries should "domesticate" **Google Scholar** to make the most of this tool, add it to the proxy server, and treat it the same as other library databases. Libraries should add it to the library "toolbox" to ensure library

credibility and provide exposure to their resources. He also leaves us with a question — Is **Google Scholar** a disruptive innovation with ambiguous implications for the future of academic libraries?

Finally, **Bruce Heterick** ("Measuring the 'Google Effect' at JSTOR") shares the effects of allowing **Google** to index the journal content preserved in **JSTOR**. **Google** has increased the "girth" of the linking Web and in doing so, increased the exposure and use of **JSTOR** content. He concludes that we are just beginning to see institutions, publishers, and providers begin to measure the "**Google Effect**" and distill usable lessons from those experiences.

Thanks go to all of you for contributing to these last two issues! Here are the things that we have learned from this project:

1. There is indeed a "**Google Effect**," and it is far-reaching!
2. While **Google** can be perceived as a threat, our writers have suggested that libraries and vendors take a proactive approach. For vendors this means additional resources to support content exposure and meet user expectations. For libraries, this means embracing **Google** tools, integrating **Google Scholar** into

library resource lists and offer search options on our library home pages. **Google** and similar tools can also be used to promote information literacy, additional information resources and services and our own expertise.

3. Finally, as information professionals, we must become experts on **Google** just as we strive to be with all of our information offerings. This means not only understanding the content & features of **Google Tools** and "databases," but also their shortcomings, particularly in regard to searching and linking.<sup>1,2</sup> 🐼

*We thank you for the opportunity over the last two issues, and we welcome your comments! (Please send to <[kstrauch@comcast.net](mailto:kstrauch@comcast.net)>.)*

### Endnotes

1. **Klein, Bonnie**. "Google and the Search for Federal Government Information". *Against the Grain* v. 20 (2), April 2008: p. 30-32.
2. **Jacsó, Péter**. "Péter's Picks & Pans". *Online* v. 32 (2), Mar/Apr. 2008: p. 51-54.

and by working with gaming professionals, **EBSCO Publishing (EBSCO)** has introduced a new interface which combines the need for a simplified search experience with in-depth functions.

Web 2.0 — a label for recent advances in technology (**AJAX**, etc...) that provide a richer experience for the user, as well as a shift in the way modern Websites approach the user experience — putting the user at the center of the experience, has had a profound effect on user expectations. While the term Web 2.0 may mean different things to different people, it is clear that Websites today are using technology that make pages seem more powerful and ‘fuller’ than they’d been in the past. For example, the hovers that **NetFlix** or **Google Maps** show over a movie image or street address have become familiar — users put their mouse over an image or icon and wait for the screen to react — showing a ‘bubble’ of additional information right there on the page — no delay with clear cause and effect — completely logical and helpful.

Similarly, it has become extremely common for sites that rely on users finding information on their site (**Amazon.com**, **Walmart**, **Land’s End**) to allow users to narrow results by clicking on categories on the left bar. Likewise, many sites use a multi-column layout, putting related but less central information in the far right column. Examples of this include *cnn.com*, *nytimes.com*, and *facebook.com*. Many sites have developed useful tools to help users accomplish specific tasks, for example, *kayak.com* uses sliders to adjust flight times.

Reviewing these sites and features expanded the designers’ notions of what could be possible. Web 2.0 has raised the bar.

Working with **The School of Library and Information Science’s (SLIS)** ScanPath Usability Lab at **Kent State University**, **EBSCO** began to investigate how **EBSCOhost** functioned from a user perspective. At each step in the research process analysis was performed to determine what worked well and what didn’t. Eye tracking tests showed that important functions were being overlooked or were not located where users wanted to find them. Language and terminology was tested. Other tests at other universities and public libraries were also used to validate assumptions and to vet new design ideas. Goal-oriented analysis

## Rumors from page 16

More on **Amazon**. **Borders** is leaving their partnership with **Amazon** and launching their own e-commerce Website. See “**Borders Book Chain Turns a Page on the Web**” by **Brad Stone**.

*bits.blogs.nytimes.com/2008/05/27/borders-book-chain-turns-a-page*

*continued on page 32*

## against the grain people profile

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<http://lib.murraystate.edu/bb/>

### Lilia Murray

**BORN & LIVED:** I was born in Passaic, NJ. I lived in Rutherford, NJ; Bronxville, NY; London, England; New York City, NY; St. John, US Virgin Islands; Hallandale, FL; Wilmington, NC; Greensboro, NC; and Murray, KY.

**EARLY LIFE:** I was a piano teacher, church organist and accompanist, music director for stage productions, vocal accompanist and an actress (stage and commercial).

**FAMILY:** I am married to fellow librarian **Adam Murray**. We have one Manx cat named Stardust. 🐾



helped the team focus its analysis and designs. At each step the desire was to make sure that users’ actions would feel natural, familiar and logical.

One of the user behaviors that had been noticed in testing was “Find Box fixation.” If users were given a search task, once they saw a Find Box on the screen, virtually all else was ignored. They typed words in the find box and then clicked enter. Participants explained that it was quickest to enter the search term and then refine within the results screen.

With this data in mind, the team set out to provide logical ways to provide the user with a full array of meaningful and logical options to refine, narrow and explore the results in a way that was intuitive.

The design team felt that using these approaches for presenting and organizing information for users on a research Website could add to its usability and appeal, so they looked for opportunities to use these Web 2.0 approaches, focusing on the **EBSCOhost** result list.

Key features were added, such as including a snippet of the abstract in line with results, a dynamic date slider to narrow in on a specific date range, article preview hovers, expandable/collapsible sections for subject, author, publication clusters, and related information panels. One of the most commonly sought after features, limiting to full-text articles, was also made available in a prominent spot on the result list — when the user is thinking about full-text results.

Additional functionality is available in advanced search, including the ability to choose subjects, preferences, databases, limiters and thesaurus terms. For instance, limiters are now presented in two columns which means users no longer need to scroll down a long page of options. Users can also mouse over preview options providing them with detailed descriptions of databases from the Choose

Databases dialog.

While users can choose session-based preferences for such features as number of results and the type of abstract displayed, the library has ultimate control. **EBSCOadmin** (the administrative application that accompanies **EBSCOhost** access) remains the key, allowing library administrators to tailor-make the way **EBSCOhost** operates in a given library. In **EBSCOadmin**, defaults can be set to control a variety of features including default screens, branding, local holding information, and linking capabilities.

### Making Finding as Easy as Searching

Today, searching is easy. Most browsers have a search box built into the browser itself. The challenge for traditional research databases like **EBSCOhost** is to make finding premium high-quality content just as easy. This means creating a usable and familiar experience for researchers that will invite them to explore the research databases comfortably, leveraging their other Web experiences to make them more effective. Changing with the times and keeping the 21st Century Searcher in mind allows database providers to ensure that the best content can be found easily. 🐾

### Endnotes

1. **Alexa** is a Website ranking site. This sequence was retrieved on February 4th from this URL: [http://www.alexa.com/site/ds/top\\_sites?ts\\_mode=global&lang=none](http://www.alexa.com/site/ds/top_sites?ts_mode=global&lang=none).
2. **Jakob Nielsen** is a renowned usability expert, and this text was copied from his “Usability 101” article at this URL: <http://www.useit.com/alertbox/20030825.html>.
3. **Michael Jensen** and **William Meckling** published “The Nature of Man” in 1994, where they discuss the “Resourceful, Evaluative, Maximizers Model.” [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=5471](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=5471).



## Gigging Over Google from page 30

The ability to imbed a **Google** Custom Search Engine on various Websites provides convenient access for users. Located on the search engine's home page are links to host it on one's **Google** homepage, blog, or other Webpage. At the author's institution, search boxes were added to both the **Internet Resource Guide** Webpages as well as to Library on **Blackboard** pages; the latter is part of the library's integration in course management software (visit <http://lib.murraystate.edu/hislinks.html>, <http://lib.murraystate.edu/bb/history.htm>). Statistics have shown high usage of the **Google** Custom Search Engines. The History CSE has already received 531 queries in five months (**Murray**, 2008).

Through CSEs, reference librarians can basically build a better **Google**, creating customized search engines that are tailored to their liaison departments. Librarians choose which Websites are only included in the index, or, as an alternative, which ones will be re-ranked to receive special status. In its simplest uni-directional approach, this lets students search all the recommended sites at once, saving them time and frustration. Inviting students to participate in the creation of a CSE that relates to a topic of their choosing provides an exciting motivational factor promoting another interactive teaching tool.

### Conclusions

Reference librarians teach patrons how to locate, evaluate, use, and create information. In the past, many information literacy projects and reference services were dry and un-engaging. Recently however, technological advancements and the development of Web 2.0 have enabled a more interactive pedagogical approach. **Google Docs** and **Google's** Custom Search Engines are just two tools "characterized by user participation, openness, and network effects" that help motivate students and improve interactive teaching (**Musser**, 2007, p. 12). Not only are **Google's** services simple to use, they are also immediately rewarding, qualities that encourage student engagement (**Cirasella**, 2007).

Most of the challenges were based upon group work, rather than with the technology itself. Originally, some students didn't work well this way; a few introverted learners found it difficult to share comments while a small number of aggressive ones manipulated the situation. However, in the end it nurtured self-confidence as well as patience, tolerance, and understanding via problem-solving and peer discussion. The expectation of instant feedback from fellow students or from the teacher was a powerful motivator. Yet perhaps the greatest reward was that **Google Docs** and Custom Search Engines made teaching and learning more fun. 🐼

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- Chemistry: <http://www.google.com/coop/cse?cx=014534803946696540458%3Apmtrcpq5pok>
- English & Philosophy: <http://www.google.com/coop/cse?cx=014534803946696540458%3A7mtpdybnf9g>
- Government, Law, and International Affairs: <http://www.google.com/coop/cse?cx=001517412307533037157%3Az2sgskzjb0k>
- History: <http://www.google.com/coop/cse?cx=001517412307533037157%3Agxzz2o3sa1c>
- Modern Languages: <http://www.google.com/coop/cse?cx=001517412307533037157%3Az2sgskzjb0k>
- Music: [http://www.google.com/coop/cse?cx=001517412307533037157%3Ad\\_e77qewpte](http://www.google.com/coop/cse?cx=001517412307533037157%3Ad_e77qewpte)
- Nursing: <http://www.google.com/coop/cse?cx=014534803946696540458%3Aaxldjzu8th8>
- Psychology: <http://www.google.com/coop/cse?cx=014534803946696540458%3Anh1h1rzoj8>
- Theatre & Dance: <http://www.google.com/coop/cse?cx=001517412307533037157%3Aavuljnj1hhi>

## Rumors from page 26

While we are on **PODs**, wanted to let y'all know that **Lightning Source Inc.** has received formal recognition for the outstanding printing and binding production quality for both its monochrome and four-color digitally manufactured books. **Publishers Association of the West** announced that **Lightning Source** will be presented with two **PubWest Book Design Awards** for the quality of the books that

**Lightning Source** manufactures. **Kent Watson** is Executive Director, **Publishers Association of the West** and **J. Kirby Best** is President and CEO of **Lightning Source Inc.** The **Lightning Source** book: *Tennessee's Civil War Battlefields, A Guide To Their History and Preservation*, published by **AuthorHouse**, has been selected for the quality award for Digitally Produced Book One Color. [www.lightningsource.com](http://www.lightningsource.com)

*The New York Times* (May 27, 2008) had an interesting article. Seems that **Google** is refusing to post their privacy policy on their

Website because it violates their concept of the "Spartan home page." See "Google Fights for the Right to Hide Its Privacy Policy," by **Saul Hansell**. Actually, remember that my father, who is a Spartan, told me back when I broke my elbow (which I told y'all about) that I needed to respect my Spartan ancestors and not be a wimp about my elbow. (See *ATG* v.19 no.2) So I am sympathetic.

[bits.blogs.nytimes.com/2008/05/27/google-fights-for-the-right-to-...](http://bits.blogs.nytimes.com/2008/05/27/google-fights-for-the-right-to-...)

continued on page 44

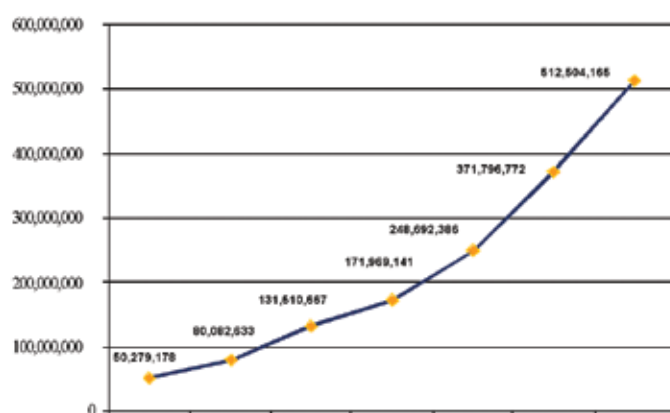
# Measuring the “Google Effect” at JSTOR

by **Bruce Heterick** (Director, Library Relations, JSTOR, ARTstor, Portico, Aluka, 149 Fifth Avenue, New York, NY 10010; Phone: 212-358-6416; Fax: 212-358-6499) <bruce.heterick@jstor.org> [www.jstor.org](http://www.jstor.org) [www.artstor.org](http://www.artstor.org)  
[www.portico.org](http://www.portico.org) [www.aluka.org](http://www.aluka.org)

Someone once told me that statistics are like bathing suits: what they reveal is interesting, but what they conceal is essential. Over the past 24 months, since **Google** began indexing the journal content preserved in the **JSTOR** archive and making that content discoverable in **Google** and **Google Scholar**, we have had the opportunity to gather usage, access, and linking statistics. These statistics reveal the changing dynamics of content discovery, and provide insights into how faculty, students, and scholars will use **JSTOR** for their future research and pedagogical needs. We have also witnessed the “**Google Effect**.” **JSTOR** has had organizational, operational, and strategic effects that statistics do not always reveal.

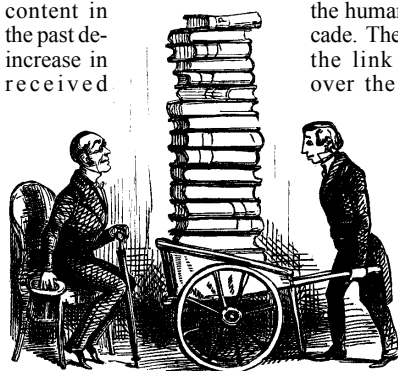
By almost any statistical measure, use of the **JSTOR** archive has grown at a rapid pace since the introduction of the first **JSTOR** collection in 1997.

**JSTOR Significant Accesses | 2001-2007**



**FIGURE I**

In 2007, there were over 500 million significant accesses to the **JSTOR** archive (an increase of 38% from 2006), including over 137 million articles viewed. (See **FIGURE I**.) There are many contributing factors to this growth in usage: an increasing number of participating institutions (~4,500); an increasing number of titles available in the archive (~800); as well as a general increase in the availability (and acceptance) of digital content in the past decade. There has also been an appreciable increase in the link referrals that **JSTOR** has received over the years from resources with whom we have a designated linking relationship (e.g., Research Papers in Economics (RePEc), History Coop, MathSciNet, Cross-Ref, SFX, etc.). **JSTOR** has approximately 38 such relationships at this point, and in 2007, they drove over 6.5M links to **JSTOR** (See **FIGURE II**).

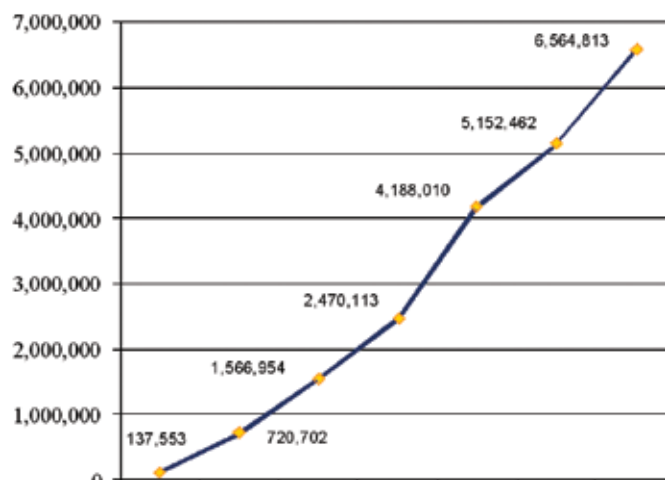


## Rumors from page 32

Got a **Mother's Day** email from **Farfuri Xhaja** of Albania! Remember **Farfuri**? She was a **Boggle scholar** who came to Charleston from Albania. We interviewed her in **ATG** in issue v.8 no.5? **Farfuri** is doing well. She is still working in the **Albanian National**

*continued on page 54*

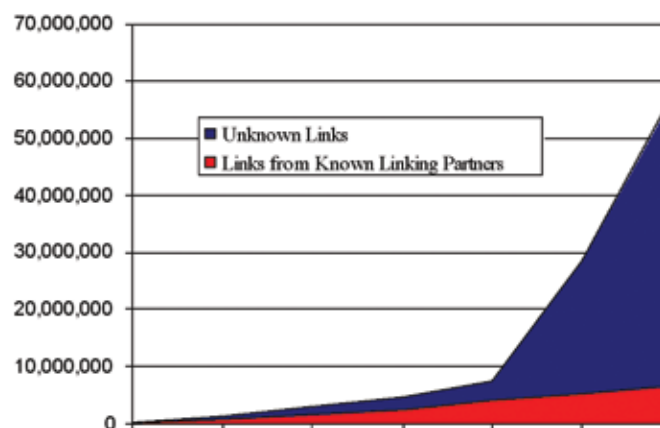
**JSTOR Inbound Links from Linked Partners  
2001-2007**



**FIGURE II**

Successful links into **JSTOR** from these partners increased by 27% from 2006 to 2007, following a 23% increase from 2005 to 2006. Those sizeable increases, however, are dwarfed by the increase in links from “unknown” sources (links from requestors who do not have a formal linking agreement with **JSTOR**, and therefore, we can't discern their exact origin). Typically, these are links from library OPACs, faculty course syllabi, and other Websites that have captured the stable URL link for a **JSTOR** article, but have not been assigned an “origin parameter” by **JSTOR**. From 2005 to 2006, the number of links from this category grew by 581% to over 23 million; and in 2007, that number grew again by 117% to over 50 million (See **FIGURE III**). Research into the **JSTOR** Weblogs attributes this marked increase to: (a) libraries that have incorporated a **Google** search box in their library homepage or portal; (b) Internet Service Providers (e.g., **AOL**, **Comcast**) that have done the same; and (c) **Google** crawling Websites that have a substantial number of **JSTOR** links (e.g., **RePEc**).

**JSTOR Inbound Links from Partners and “Unknown”  
2001-2007**



**FIGURE III**

As you can see, this “**Google Effect**” changes the scale of links from the “Unknown” origins by an order of magnitude, as compared to the links from **JSTOR**'s designated linking partners. Incredibly, another order of magnitude change in scale is introduced when we begin to look at the

*continued on page 46*

## Book Reviews from page 52

**Keaney** has included versions of *Nicholas Nickleby* and *Oliver Twist*. Films based on novels by **Dickens** are not necessarily the first coming to mind when considering film noir.

The listings begin in 1937 and proceed until 1964. Most of them are films unfamiliar to even seasoned viewers. Yet, many of the actors' names — mostly British, but also American — are familiar to anyone with a basic knowledge of classic films. **Vivien Leigh, Laurence Olivier, Deborah Kerr, James Mason**, and even, **Joan Collins** have earned their way into film noir fame. This can be continued by Americans including **Jane Wyman, Joseph Cotton, Ginger Rodgers**, and **Richard Widmark**.

**Keaney's** entries are invariably entertaining. Each includes a critical synopsis. Sometimes, a synopsis seems convoluted, but there is the possibility it is only accurately reflecting the plot itself. Some of these stories do not make a lot of sense. Even **Keaney** occasionally questions a film's believability. Except for

the films not actually seen, each film is given a one to five star rating. Anything like this is subjective, but the author has indicated to the reader his idea of the qualities of film noir in the Preface.

Besides the standard production and cast information, **Keaney** gives the reader something special. With each full synopsis, he has taken a quote from the movie being discussed. It is not certain how the author has selected these quotes, but they are wonderful. The camp, over-the-top quality associated with low-budget films is very evident. Three examples randomly chosen include:

You string along with me, baby, and you'll be dripping in diamonds. We're going places. [*Dual Alibi*, 1947]

The criminal mind. It's the dark side of the moon. [*The Frightened City*, 1961]

No money is safe where a woman can get her hands on it. [*The Good Die Young*, 1954]

Any good film reference collection should include this volume as well as its predecessor mentioned above.

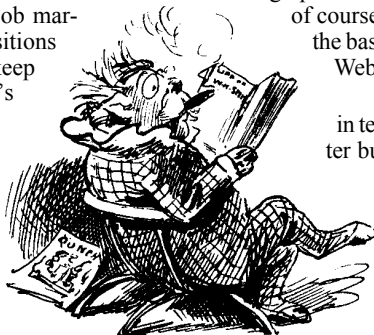
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**Rubenstein, Charles P. *Crash Course in Web Design for Libraries*.** Westport, CT: Libraries Unlimited, 2006. 9781591583660. 220 pages. \$30.00.

Reviewed by **Todd Rix** (Instruction and Electronic Resources Librarian, Coker College) <trix@coker.edu>

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Can you imagine a library today without a Web portal? Similarly, could you imagine a MLIS/MLS program today without Web development coursework? As a recent MLIS graduate and successful survivor of the job search market, Web development skills are a requirement in today's job market. School library media positions require Web design skills to keep up with classroom teacher's Websites; archivists are frequently creating Web portals to showcase digitized collections, and we beleaguered academic librarians are creating extensively detailed library Web pages that need to be updated frequently. For those librarians that need a



refresher course in HTML or are new to Web design altogether, *Crash Course in Web Design for Libraries* by **Charles P. Rubenstein** provides a basic Web design foundation. Will you be building dynamic Websites with Flash graphics after reading this book? No, of course not — but you will have the basic tools needed to create a Website for your library.

*Crash Course* is laid out in ten chapters, and each chapter builds on the skills learned in the previous chapter. There are ample drawings, photographs and diagrams throughout the book — especially helpful in the more difficult topics in the

last few chapters. **Dr. Rubenstein** created a fake library Website (it is a *real* Website for a *fake* library) to use for examples throughout the book, and he recommends taking the code from this Website and customizing it for one's own library Website. Code "pinching" and tweaking is a common and acceptable practice, as long as one credits the original coder in the comments field of the HTML code.

**Rubenstein** begins the book by introducing HTML concepts, including some of the tools needed to properly code a Webpage. He recommends using **Microsoft Word** to code HTML, which I disagree with wholeheartedly. **MS Word** adds a lot of extraneous HTML code that does not "play nice" with every Internet browser, even **Microsoft's** own browser, **Internet Explorer**. This extra code requires an additional cleanup step before launching the Website. **Rubenstein** does mention **Word's** HTML shortcomings later in the same chapter, but why bother to use something that requires an extra cleanup step? I would rather use **Notepad** or **Word-Pad**, both of which are included with recent **Microsoft** operating systems.

**Rubenstein** does an excellent job explaining HTML and Web coding at the right level for working librarians, providing just enough detail and jargon to explain the concepts without overwhelming the reader. Obviously, the reader builds upon the knowledge gained in each chapter: text formatting leads to images and email links, and eventually cascading style sheets, tables and dynamic Web pages are explained. Another strong point of the book is the teaching of consistent file-naming conventions and organization. By keeping file names similar throughout a Website, it makes it easier to update and improve the Website in the future. Keeping the HTML file folders organized properly is an often overlooked feature of Web tutorials. Once again, consistent organization makes it easier to update the Website at a later time.

*Crash Course in Web Design for Libraries* is an excellent resource for those librarians who are new to HTML and Website development as well as those of us who need a brief refresher course. Is it a stand-alone resource? Probably not, but it certainly is solid enough to be the foundation of a great Website development book collection. 🐼

## Rumors from page 44

**Library** and her lovely daughter **Denada** is married and doing very well. **Farfuri's** son is in medical school in Albania. I am hoping that we will be able to reconnect one day. What a thrill that would be!

I remember when my son was in high school and he had to write a paper for his computer class. He chose **Charles Babbage**, someone I had never heard of and he needed to know something about this gentleman quickly (for obvious reasons! he had a paper due, uh, quickly!).

Anyway, I perked my ears up when I heard that the **ACM (the Association for Computing Machinery)** had chosen the **Charles Babbage Institute (CBI)** as the repository for its extensive collection of internal **ACM** records, conference proceedings, research-based journals, magazines, and the personal papers and edited interviews of legendary figures that span the history of computing. These historical records, from the beginnings of the field in the late 1940s, capture the activities of **ACM's** many **Special Interest Groups** that focus on specific areas of computing. They also track the growth of hundreds of **ACM** professional and student chapters, which have attracted computing professionals, practitioners,

and researchers around the world. **CBI** will house the collection at its Center for the History of Information Technology at the **University of Minnesota** in Minneapolis. The **ACM** collection at **CBI** includes the services of a professional archivist to work in residence as well as a dedicated student support staff. It will offer an online search function with access to detailed historical and content information.

[www.cbi.umn.edu/index.html](http://www.cbi.umn.edu/index.html)  
[history.acm.org](http://history.acm.org)

Just got this email from the fabulously effective **Doina Farkas** <DFarkas@fcsf.edu>!

*continued on page 59*



**Interview — Tom Richardson**  
from page 58

in **Clinical Medicine** are available as part of a subscription to the *Journal*.

**ATG:** *What do you do for fun? Family? Reading? Tell us a bit about yourself and how you got into the business of medical publishing. What changes have you seen in your career? Any predictions for the future of the industry?*

**TR:** At heart, I'm a performing musician. It's a great pleasure for me that I'm a member of the world's first international, open access library rock band, **The Bearded Pigs** ([www.beardedpigs.org](http://www.beardedpigs.org)). We perform at library meetings when enough of us are there, with the annual **MLA** meeting as our highlight event of the year. Also, my eight year-old daughter and I recently performed in a community theatre production of *The Music Man*.

I came into medical publishing totally by accident; I had been working at a direct marketing agency and wanted to move into a client side position. Seventeen years later, I'm still here!

My hopeful prediction for the future is that librarians and publishers will learn to work together to improve scholarly communication. I recently took part in a meeting that included **AAHSL** librarians and scholarly publishers representing various publishing associations; the goal is to establish a long-term forum for working together. It was a great session that we hope is the start of something special. 🐷

**Rumors**  
from page 54

After fifteen years as Head of Technical Services and Head of the Contracts and Development Office at the **University of North Texas**, **Doina** retired as of May 2008! Then, guess what? **Doina** moved back to Jacksonville, FL and accepted the position of acquisitions librarian at the **Florida Coastal School of Law**. **Doina** says she always liked law libraries and worked at the **UNC-Chapel Hill law library** in the mid-late 80ties. She says she still has a few good years to contribute to the profession! I am sure that all of us agree! And, I have to identify with this because yours truly worked in the **UNC Law Library** once upon a time as a student worker. Gosh! Isn't it a small world. Glad to have you back, **Doina**!

And, I didn't tell y'all why **Doina** (above) was writing me, did I? Well – she wanted a subscription to yours and my favorite journal, ***Against the Grain***! Like wow! Have you renewed your subscription? Well, if not, you won't be reading this issue right now. Maybe later!

As we go to press, I have just had the sad news that the wonderfully passionate, committed, and brilliant **Matthew J. Bruccoli** has died. **Dr. Bruccoli** succumbed at his Heathwood Circle home in Columbia, surrounded by his wife and children. **Dr. Bruccoli** was a workaholic on a mission and was said to work every day including Christmas and Thanksgiving. He worked up until about a month ago when he was diagnosed with a brain tumor. As we all know, **Matthew J. Bruccoli's** proudest achievement, among many, was the 400-volume ***Dictionary of Literary Biography***. Says **Richard**

*Against the Grain* / June 2008

# The American Economic Association Announces New Journals!

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peer-reviewed field journals:

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- *The American Economic Journal: Microeconomics* will accept articles on microeconomic theory, industrial organization, and aspects of international trade, political economy, and finance.

Like the *American Economic Review*, the *Journal of Economic Literature*, and the *Journal of Economic Perspectives*, the new journals will be available in print and online. The AEA also publishes EconLit.



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**Layman, Bruccoli's** business partner for 32 years. "He was the most remarkable scholar of 20th century literature of his generation. Nobody comes close. He was a teacher above all." How lucky we all were to have **Dr. Bruccoli** speak at the last two **Charleston Conferences** and write his regular ***Against the Grain*** columns. May he rest in peace. I'll bet he is starting a publishing company up in heaven right now! See "Matthew J. Bruccoli: 'He was a teacher above all,'" by **Lee Higgins** <[lhiggins@thestate.com](mailto:lhiggins@thestate.com)>. [www.thestate.com/local/story/425132.html](http://www.thestate.com/local/story/425132.html)

And just ran into this **thought-provoking article** that reminded me of **Dr. Bruccoli** and his devotion for the printed book. The article's in the July/August *Atlantic Monthly* and is called "What the Internet is Doing to our Brains: Is

Google Making Us Stupid?" by **Nicholas Carr**. Besides alluding to **Hal** in **Stanley Kubrick's 2001: A Space Odyssey**, the article, among many other things, talks about how the online world is changing/has changed our reading habits and changing the way we think, and changing the way we process information. Has the Web changed the way we focus? Our ability to concentrate? Are we allowing computers to take over everything to the point that we will become robotic? The article makes some statements from anecdotes and limited observational data. Still, it is worth a read especially since the last two issues of *ATG* have focused on **The Google Effect**.

[www.theatlantic.com/doc/200807/google](http://www.theatlantic.com/doc/200807/google)

continued on page 71

<<http://www.against-the-grain.com>> 59

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### From the University Presses from page 70

these issues, or for help in assessing options for the publication of particular works, members of our faculty are encouraged to consult with academic deans, campus counsels, university librarians, or academic staff in the provosts' offices." What about the publishers that exist on every CIC campus? Admitting as they do that publishing issues are complex, the provosts, one might have expected, would have advised faculty to consult the experts on campus who know the most about publishing. Either the provosts have little respect for the expertise of their own professional publishing staff, or they simply consider us as part of the problem rather than part of the solution. One can hardly draw any other conclusion from such a conspicuous omission of press employees from this list of campus personnel who are qualified to advise faculty about publishing. Needless to say, presses were not consulted about the CIC author's addendum in its preparation, nor given any formal opportunity to comment on it after its promulgation. We are presented with this as a *fait accompli* and expected to adjust our own business practices to it, however much accommodating it will cost us in extra expense and reduced revenue, with no indication that our financial shortfalls will be offset by any increase in operating subsidy.

### Is the Author's Addendum a Solution to a Problem or Just Another Problem?

To sum up, the author's addendum is (1) misleading to the extent that it is based on an incomplete understanding of the causes of journal price inflation, (2) superfluous in recommending reuses that are already allowed under most publishers' policies, (3) too blunt an instrument for dealing with the many important differences that exist between publishing in the sciences and publishing in the humanities and social sciences, (4) insufficient for protecting publishers' investments to the extent that some versions recommend giving publishers only nonexclusive rights, (5) legally questionable insofar as it relies on an opt-out procedure for publishers' acceptance, (6) confusing when it relies on unviable distinctions like commercial

versus noncommercial use, (7) troubling to the degree that it fosters an even greater digital divide between book and journal content, and (8) systemically reallocative because it will undermine an important source of revenue for supporting journal and monograph publishing by university presses, complicate the process of negotiating contracts with authors, and thereby increase the financial burden for the universities that currently support presses. Is this, then, really a solution to a problem or just another problem? Surely, there must be a better way of achieving the aims of wider distribution of scholarship, which is after all the basic mission of a university press, than to set up an antagonistic relationship between faculty and university presses that will have to be mediated ultimately by university administrators and their lawyers. 🍷

### Rumors from page 59

Speaking of the Google effect, did you see that the venerable *Encyclopaedia Britannica* is going wiki? It is "about to launch a new initiative ... [t]he main thrust ... [of which] is to promote greater participation by both our expert contributors and readers. Both groups will be invited to play a larger role in expanding,

improving, and maintaining the information we publish on the Web under the *Encyclopaedia Britannica* name as well as in sharing content they create with other *Britannica* visitors. A complete redesign, editing tools, and incentive programs will give expert contributors and users the means to take part in the further improvement of *Encyclopaedia Britannica* and in the creation and publication of their own work." *Britannica* further states: "*Encyclopaedia Britannica* will continue to form the core base of knowledge

*continued on page 85*

## I Hear the Train A Comin' from page 84

modules which a library can license independently to meet document delivery or current awareness needs in the most effective way. And of course, libraries and end users are the customers whom our publisher partners want to serve through the publication platforms we build, so all of the services I've just talked about are ultimately designed to meet their needs — whether it's by integrating software and content with the tools used by these groups (such as bibliographic managers or RSS readers), or by adhering to industry standards such as COUNTER and OpenURL.

*In a world where technology is easier to manage and increasingly inexpensive, why do publications work with companies like Ingenta?*

We're increasingly finding that the evidence does not bear out the assumption that technology is becoming easier to manage. In a world of evolving industry standards, demand for more advanced "bells and whistles", seman-

tic Web developments and visibility amongst the vast array of content on the Web, publishers are under pressure to conform to the latest standards, regularly roll out new features and functionality in line with technical advances as well as ensuring their technology is robust, scalable and future proof. A challenge which can be a distraction from publishers' core area of expertise (publishing) which in turn can impact on ROI as technology choices are critical to the success of publishers' businesses. As a result, we're finding that demand for the support of an established technology partner remains strong.

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Technology for publishers is **Ingenta's** core competence, our sole focus, which is why a growing number of publishers (more than 250 now) are seeking **Ingenta's** support for their technical strategy. 🌱

## Vendor Library Relations from page 81

**Harvard's** FAS vote are on everyone's radar. Could be time for materials vendors to have another look at what it is their customers most care about. Getting themselves into the offices of library decisionmakers — vendors have always known the importance of doing that. Without at the least having a few thoughtful things to say about open access and its **Ranganathanian** cousin, fair use, and how in their accustomed in-the-middle position vendors might make a difference, vendors could lose the one kind of open access they've always understood. 🌱

## Back Talk from page 86

I think we cannot help but feel some of each emotion. I am leaning toward sending the existing downloaders emails asking them to provide proper attribution and to also strengthen the language in the click-through instructions stating that in the future readers MAY NOT download materials for further distribution. I think this is justified since while our students may have given us permission to put things up on the Web, we didn't ask, and I don't think they had in mind giving permission for 15 or 1,500 libraries and other organizations to make copies of their theses for posting on

their sites. Unfortunately I am also considering assigning someone to go through the 4,000 plus pre-1923 **Google Book Select** entries in which the words Hong Kong appear to find full text materials for our own electronic collection. Can I forbid others to do what I want to do? What do you think we should do? Please drop me a line if you have an opinion <ferguson@hkucc.hku.hk>. 🌱

### Endnotes

1. Stryker, Cheri (2001) About the new, OT group, and its FAQ. Retrieved June 2, 2008, from **UseNet Replayer**, <http://www.usenet-replayer.com/faq/alt.binaries.multimedia.xena-herc.html>.

## Rumors from page 71

and information on the site, though the material created by contributors and the user community, which each member will control and be credited for, will be published alongside the encyclopedia. **Encyclopaedia Britannica** itself will continue to be edited according to the most rigorous standards and will bear the imprimatur '**Britannica Checked**' to distinguish it from material on the site for which **Britannica** editors are not responsible." See "Encyclopaedia Britannica Goes — Gasp! — Wiki," by **Josh Fischman**, *Chronicle of Higher Education*, June 6, 2008. [www.chronicle.com/britannicanet.com/?p=86](http://www.chronicle.com/britannicanet.com/?p=86)

It's the season to be collaborating ... Look at our interview with the astute **Rommel Nunn** about **Crossroads** in this issue, p.56. And, another interesting development. The **Association of College and Research Libraries (ACRL)**, the **Association of Research Libraries (ARL)** and

**SPARC (Scholarly Publishing and Academic Resources Coalition)** have released a new series of **bookmarks** in the **Create Change** campaign, which targets scholars in different disciplines with messages about the benefits of wider research sharing. Librarians can use these freely available files to enhance their efforts to engage faculty interest in changing the way scholarly information is shared. The **Create Change Website** emphasizes the rapid and irreversible changes occurring in the ways faculty share and use academic research results. [www.createchange.org](http://www.createchange.org) [www.acrl.org](http://www.acrl.org) [www.arl.org](http://www.arl.org) [www.arl.org/sparc](http://www.arl.org/sparc)

Did you see the information that we posted on the **ATG News Channel** (5/13/08)? I am posting a **Rumor** most every day. Bad, bad, if you didn't!! Anyway, there was a lawsuit filed against **Georgia State University** by three publishers — **Oxford University Press**, **Cambridge University Press**, and **Sage Publications**. The publishers take issue with how **Georgia State** is handling electronic reserves. The *Chronicle of Higher*

*Education* interviewed **Lolly Gasaway**, **ATG's** expert on copyright, about this lawsuit which alleges that **Georgia State** professors infringed publishers' copyrights by "inviting students" to download, view, and print material from thousands of copyrighted works. The outcome of this lawsuit could have implications for how colleges distribute course material online.

We told you last time about **Choice's** move into new digs in late 2008 or early 2009 (**ATG**, V.20#2, p.12). Check out these photos of the construction project and see how **Irv** looks in a hard hat! [www.flickr.com/photos/acrl/sets/72157604368374700/](http://www.flickr.com/photos/acrl/sets/72157604368374700/)

And — last but not least — wanted to let you know that the **New England Journal of Medicine** has selected **Atypon** for its new integrated content delivery platform. There is a certain symmetry to this which is why I picked it as our last **Rumor**. **ATG** has interviews in this issue with both **Tom Richardson** of **NEJM** and **Chris Beckett** of **Atypon**. Like, cool! [www.atypon.com/content.nejm.org/](http://www.atypon.com/content.nejm.org/) [www.massmed.org/](http://www.massmed.org/) 🌱